

IN THE CLAIMS

1 (Currently Amended). A method comprising:

transmitting video content; and

transmitting partial, incomplete portions of a complete viewer incentive image over time in association with said content, such that the portions of the said incentive image accumulate depending on viewing time to form said complete image.

2 (Currently Amended). The method of claim 1 wherein transmitting portions of a viewer incentive image in association with said content includes transmitting said viewer incentive image portions together with said television content.

3 (Currently Amended). The method of claim 1 wherein transmitting video content includes transmitting video programming together with ancillary information and transmitting said viewer incentive image portions as part of said ancillary information.

Claim 4 (Canceled).

5 (Currently Amended). The method of claim 1-4 including showing the portion of an incentive image which has not yet been earned.

6 (Original). The method of claim 1 further including progressively providing incentives which may be collected in a graphical user interface for display.

7 (Original). The method of claim 6 including progressively adding incentives to a graphical user interface which may be viewed in a virtual book of pages of incentives.

8 (Original). The method of claim 7 including enabling the pages to appear to be turned by operating graphical user interface.

9 (Original). The method of claim 1 further including parsing enhanced content from the video content and parsing an incentive from said enhanced content.

10 (Currently Amended). The method of claim 1 further including determining whether a viewer is actually viewing the video content and accruing the incentive image portion only after determining that the viewer is actually viewing the content.

11 (Original). The method of claim 10 including asking a question in the course of the video content to determine that a viewer is actually present and paying attention.

12 (Currently Amended). An article comprising a medium for storing instructions that cause a processor-based system to:

transmit video content; and

transmit a viewer incomplete, incentive image portions of a viewer incentive image in association with said video content, such that said incentive portions accumulates depending on viewing time; and

associate said image with said portions such that said portions accumulate to create the complete image after an amount of viewing time.

13 (Currently Amended). The article of claim 12 further storing instructions that cause a processor-based system to transmit said viewer incentive image portions together with said television content.

14 (Currently Amended). The article of claim 12 further storing instructions that cause a processor-based system to transmit video programming together with ancillary information and transmit said viewer incentive image portions as part of said ancillary information.

15 (Currently Amended). The article of claim 12 further storing instructions that cause a processor-based system to progressively provide a an image portion of an overall

incentive image which may be earned by those viewers who view programming for a given amount of time.

16 (Currently Amended). The article of claim 15 further storing instructions that cause a processor-based system to display a portion of an incentive image which has not yet been earned.

17 (Original). The article of claim 12 further storing instructions that cause a processor-based system to determine whether a viewer is actually viewing the video content and accrue the incentive only after determining that the viewer is actually viewing the content.

18 (Original). The article of claim 17 further storing instructions that cause a processor-based system to ask a question in the course of providing the video content to determine that a viewer is actually present and paying attention.

19 (Currently Amended). A system comprising:

 a video content receiver;
 an ancillary content receiver; and
 a transmitter that transmits video content and ancillary information and
progressively transmits image portions of a viewer loyalty incentives incentive image over time so that said portions accumulate based on viewing time to create said incentive image.

20 (Original). The system of claim 19 wherein said transmitter transmits the ancillary information and video content together.

21 (Original). The system of claim 19 wherein said video content and ancillary information are transmitted at separate times.

Claims 22-27 (Cancel).